Foreword by the Editor-in-Chief

Climate change, pandemic, financial crisis, global migration: in the 21st century, crises are omnipresent and closely linked to scientific, technical and social issues. Technical innovations, for example, can help to mitigate climate change. Research and science play a crucial role here because they explain how the global ecosystem functions and at the same time point out measures to be taken. However, the ecological crisis is above all a social problem, because political actors must regulate wisely and distribute the social consequences of this regulation fairly.

For over 120 years, the MIT Technology Review has been published at the world’s most famous technical institute, the Massachusetts Institute of Technology (MIT). Heise-Publishing has been publishing the German licensed edition for 18 years now. In the course of this time, the editorial staff developed a high level of expertise and know-how on the most important scientific journalistic issues of the past decades. This expertise puts our magazine in a position unlike any other medium in Germany to explain the great challenges of our time at the thematic interface between society, science and technology. That is what we do – and we do it in a way that is prepared for a broad audience of readers.

Luca Caracciolo
Editor-in-Chief MIT Technology Review
MAIN FOCUS

**Digitisation**
- Artificial intelligence
- Industry 4.0
- Smart living
- Quantum computing
- Robotics
- Virtual and Augmented Reality
- Blockchain
- Drones
- The future of work
- Digital sovereignty

**Climate and energy**
- Renewable energies
- Fusion energy
- Energy transition
- Hydrogen industry
- Negative emissions
- Energy storage

**Transport and mobility**
- Electromobility
- Turnaround in traffic
- Synthetic fuels
- Mobility platforms
- The future of urban transport
- Air, rail and sea transport

**Health and Biotech**
- Genetic research
- Medical technology
- Infection research
- Regenerative medicine
- Pharmacology
- Synthetic biology
### DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>On sale</th>
<th>Space close</th>
<th>Material due</th>
<th>Topic dossiers*</th>
<th>Fairs</th>
</tr>
</thead>
</table>
| 02/22 | 17 Feb, 2022  | 31 Jan, 2022  | 02 Feb, 2022 | Digitisation  
Digitisation in companies: Tools, Processes and Best Cases. What has been established since Corona? And how is IT security ensured? | LOPEC, 22-24 Mar, 2022, Munich      |
| 03/22 | 31 Mar, 2022  | 14 Mar, 2022  | 16 Mar, 2022 | Industry 4.0  
The networked factory has an impact on the entire production process. What new trends are there to improve the cooperation between man and machine? | Intersolar Europe, 11-13 Apr, 2022, Munich |
| 04/22 | 19 May, 2022  | 02 May, 2022  | 04 May, 2022 | Energy and climate  
Renewable energies must be expanded. What technical innovations are there in the field of photovoltaics and wind power? | Micro Mobility, 19-21 May, 2022, Hannover  
HANNOVER MESSE, 30 May - 02 June, 2022, Hannover  
LogiMat, 31 May -02 June, 2022, Stuttgart  
Eurobike, 13-17 June, 2022, Frankfurt  
embedded world, 21-23 June, 2022, Nuremberg |
|       | 07 July, 2022 | 20 June, 2022 | 22 June, 2022 | depending on current events                                                                                           |                                    |
| 06/22 | 18 Aug, 2022  | 01 Aug, 2022  | 03 Aug, 2022 | Smart Home  
New trends and technologies for the connected home: software, hardware and interfaces                         | IFA, 02-06 Sept, 2022, Berlin  
IAA Nutzfahrzeuge, 20-25 Sept, 2022, Hanover |

* In our dossiers we illuminate a topic from different angles and report on current trends and developments. Subject to change without notice.
<table>
<thead>
<tr>
<th>Issue</th>
<th>On sale</th>
<th>Space close</th>
<th>Material due</th>
<th>Topic dossiers*</th>
<th>Fairs</th>
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<tbody>
<tr>
<td>01/23</td>
<td>22 Dec, 2022</td>
<td>05 Dec, 2022</td>
<td>07 Dec, 2022</td>
<td><strong>depending on current events</strong></td>
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</tbody>
</table>

* In our dossiers we illuminate a topic from different angles and report on current trends and developments. Subject to change without notice.
Formats / Rates

For bookings of 1/2 page and larger, you receive **25,000 ad impressions** in the AdBundle of Leaderboard, Skyscraper or Medium Rectangle on www.heise.de/tr.

2/1 page
- Type area: 396 x 251
- Bleed: 420 x 280*
- € 13,000

1/1 page
- Type area: 180 x 251
- Bleed: 210 x 280*
- € 6,600

Junior page
- Type area: 130 x 188
- Bleed: 146 x 204*
- € 3,900

1/2 page
- Type area: 180 x 124
- Bleed: 92 x 251
- € 3,300

1/3 page
- Type area: 180 x 82
- Bleed: 62 x 251
- € 2,200

1/4 page
- Type area: 180 x 64
- Bleed: 42 x 251
- € 1,650

Trimm size: 210 x 280 mm • All rates in Euro • Other formats on request • All sizes: w x h in mm (1mm = 0.03937 inches)

* Bleeds
Bleed format plus 3 mm top bleed, at least 3 mm outer bleed and bottom bleed, as well as 3 mm inner bleed.

For ads with **crossovers**, it is important to take into account that a portion of the gutter may be lost due to the nature of perfect binding. Our recommendation for the distance to allow between the text and the binding in mm, measured for a 12-point font:

- **For ads in the front third of the magazine:**
  - Left side 7.5 mm; right side 5.0 mm – lines with larger font sizes according to their interword spacing

- **For ads in the middle section of the magazine:**
  - Left side 5.0 mm; right side 5.0 mm – lines with larger font sizes according to their interword spacing

- **For ads in the back third of the magazine:**
  - Left side 5.5 mm; right side 7.5 mm – lines with larger font sizes according to their interword spacing
AD SPECIALS

Loose inserts

- In the entire circulation, subscribed circulation or individually sold quantity according to postcode areas
- Minimum quantity 10,000 copies
- Maximum size 190 mm x 270 mm (wxh)
- Minimum size 105 mm x 148 mm (wxh)

Rate: € 170 per 1,000 up to 25g
other weights on request

Bind-ins

- Printed matter, free samples
- Delivery:
  - grooved, 10 mm upper trimming edge
  - 3 mm trimming edge to gutter and at least 3 mm outer and lower trimming edge
- Paper weight: at least 150 g/m²

Rate: 2 pages € 120 per 1,000
4 pages € 160 per 1,000

Tip-ons

- Postcard, CD etc.
- Only in combination with basic display

Postcard € 75 per 1,000
CD/DVD € 150 per 1,000

Loose inserts, bound inserts, and tip-os must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:
- For TR issue no.
- Name of the advertising company
- Quantity of inserts/ number of pallets

Ship ad specials to:
Dierichs Druck + Media GmbH & Co. KG
Mr. Martin Franz
Frankfurter Straße 168
34121 Kassel, Germany
Phone +49 (0)561 / 60280-153
Fax +49 (0)561 / 60280-199
AD SPECIALS

Cover flap

• Flap ad space
  front 3/4 and back space 1/1

Rate: € 7,500 subscribed circulation only

Belly-band

• Envelops the magazine and is fixed to the back cover by point gluing

Rate: € 9,000 subscribed circulation only

Cover / Back gatefold

• Advertisement which can be folded once or several times to the left (front cover) or the right (back cover)

Rate: € 25,000, 3 pages entire circulation

Island ads

• Possible as a double advertisement only

Rate: € 3,000

Loose inserts/bind-ins/tip-ons
Extra charge for partial coverage 10%

Please check with us directly further rates, technical data and the current circulation figures for calculating the print run.

Please send us 5 samples before placing the order. For items with a thickness of more than 2.5 mm the post office charges additional fees, which are passed on separately.

Service:
We will gladly produce supplements, leaflets and stickers for you on request. The service we offer ranges from layout work to the entire printing processing by our contract printers.

For other interesting special advertising formats please contact your media consultant.
# PUBLISHER’S CONDITIONS

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Christian Heise</th>
<th>Ansgar Heise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Directors</td>
<td>Ansgar Heise</td>
<td>Beate Gerold</td>
</tr>
<tr>
<td>Publisher</td>
<td>Heise Medien GmbH &amp; Co. KG</td>
<td>Karl-Wiechert-Allee 10</td>
</tr>
<tr>
<td>Chief Editor</td>
<td>Luca Caracciola</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>19th year of publication, 2022</td>
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<tr>
<td>Rate Card</td>
<td>effective 01 Jan, 2022</td>
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<tr>
<td>Frequency of Publication</td>
<td>8 × per year</td>
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<tr>
<td>Circulation</td>
<td>Sold circulation: 16,652 copies</td>
<td>Subscription circulation: 10,508 copies</td>
</tr>
<tr>
<td>Advertising Director</td>
<td>Michael Hanke</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>+49 (0)511 5352-167</td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td>+49 (0)511 5352-308</td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:michael.hanke@heise.de">michael.hanke@heise.de</a></td>
<td></td>
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<tr>
<td>Bank Account</td>
<td>Sparkasse Hannover</td>
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<tr>
<td>IBAN</td>
<td>DE98 2505 0180 0000 019968</td>
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<tr>
<td>BIC</td>
<td>SPKH DE 2H</td>
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<tr>
<td>Terms of Payment</td>
<td>The invoiced amounts are payable with 2% discount upon receipt of permission to debit account or upon receipt of payment in advance, or with no deductions within 10 days of date of invoice.</td>
<td></td>
</tr>
<tr>
<td>Printing Process</td>
<td>Cover and contents web offset with heatset drying, the Euromark CMYK specification is used.</td>
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</tr>
<tr>
<td>Printing Materials</td>
<td>For more detailed information, please see page 10 “Technical data” or <a href="http://www.ddm.de">www.ddm.de</a></td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td>Dierichs Druck + Media GmbH &amp; Co. KG</td>
<td></td>
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<tr>
<td>Technology Review</td>
<td>Mrs. Schüßler / Mr. Schlewitz</td>
<td></td>
</tr>
<tr>
<td>Frankfurter Straße 168</td>
<td>34121 Kassel, Germany</td>
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<td>Discounts</td>
<td>If ads are to be published within 12 months:</td>
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<td><strong>discount by frequency</strong></td>
<td><strong>discount by pages</strong></td>
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<td>3 and more ads</td>
<td>3%</td>
<td>3 and more pages</td>
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<td>6 and more ads</td>
<td>5%</td>
<td>6 and more pages</td>
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<td>9 and more ads</td>
<td>10%</td>
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<tr>
<td>12 and more ads</td>
<td>15%</td>
<td>12 and more pages</td>
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<tr>
<td>Product advertisements and job advertisements are discounted separately.</td>
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<tr>
<td>Agency Commission</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Standart terms for advertisements</td>
<td>Our general business terms and conditions see: <a href="https://mediadaten.heise.de/en/home/gtc/">https://mediadaten.heise.de/en/home/gtc/</a></td>
<td></td>
</tr>
</tbody>
</table>
Please provide the data always as PDF files, version 1.4, in CMYK mode, non-separated, no colour profiles, plus 3 mm bleed in case of bleed formats.
Create the data in the following colour profiles: Cover: ISO coated v2 300% (ECI) / Content: PSO LWC Standard 46L (ECI)
Due to the glued binding, 5mm of the motif will not be visible on inside front cover page (C2), the first and last content pages and on inside back cover page (C3). On all other pages its 3 mm.

Send submit your print data up to 20 MB by e-mail to: prepress@ddm.de
Please name precisely the desired issue in the subject line so that the data can be correctly assigned.
Larger data files via FTP.

Please send colour proofs (cover ISO coated V2 39L / content: LWC improved 45L(ECL)) to:
Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe – Mrs. Schüßler/Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

DATA TRANSFER VIA FTP
Log into our ftp server with:
Host name: ftp.ddm.de
User-ID: heise
Password: anz05xz

Please announce the transfer via FTP by phone or e-mail.

SPECIAL COLOURS
Please note that offshades are possible, if a conversion from Pantone or HKS colours is required.
Special colours must not include transparencies.

SERVICE
In case of other file formats or problems concerning the PDF production, do not hesitate to call our service number: +49 561 60280-255 (or -256). For further information visit us on the Internet: www.ddm.de
The typical Technology-Review-Reader ...

- **is male**: 96%
- **is on average 51 years old**: 16%
- **is highly educated**: 76%
- **works in the ICT sector or in industry & mechanical engineering**: 54%
- **is active in IT/software development or research**: 44%
- **reads the Technology Review as private subscription**: 24%
- **reads the Technology Review predominantly printed**: 33%
- **is interested in further vocational training**: 90%

Source: Reader survey September 2019
What readers of the Technology Review want to invest in their area of responsibility

- € 100,000 and more: 18%
- € 25,000 - € 100,000: 20%
- € 5,000 - € 25,000: 24%
- under € 5,000: 11%
- Budget still unknown: 27%

55% of readers are involved in B2B purchases. The main focus is on the acquisition of software and hardware.

Volume buyers

- Software: 64%
- Hardware: 62%
- Machinery, equipment: 34%
- ICT services, hosting: 27%
- Telecommunication products: 27%
- Energy-saving technologies: 23%
- Automobile: 12%

Private purchase plans

- Computer: 77%
- Mobile phones, smartphones and tablets: 55%
- Money and capital investments: 42%
- Smart home solutions: 41%
- Consumer electronics: 37%
- Automobile: 22%
- Watches and smartwatches: 16%

Base: 161 employed respondents involved in equipment investment; figures in percent

Further information on technology-review.de/mediakit/
In the monthly podcast, editors of the MIT Technology Review (German edition) talk about the big debate topic of the current issue. Whether hydrogen economy, artificial intelligence or electromobility: We present important facts and significant absurdities, small anecdotes and large contexts in an entertaining talk format.

**Podcast format:**
- Audio format
- Length of the sequence: approx. 30-45 minutes
- Published monthly, always on the last Monday of the current month

**Integration:**
- Spot

**Length:**
- 30 seconds

**Playout channels:**
- On heise.de, via the Twitter channel of Technology Review (currently over 50,000 subscribers) and via the Facebook profile (currently > 4,000 subscribers)
- via RSS feed (as subscription)
- iTunes, Spotify

**Advertising opportunities:**
- Integration: native, 60 seconds total; mention at the beginning of the podcast and at the end - the native explanation of the product, service or naming of the customer
- Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

**Rate:**
- € 1,000
## INNOVATION PARTNER OF TECHNOLOGY REVIEW

Become an exclusive innovation partner.
The top combination of print, online and exclusive presence of Technology Review at your events.

<table>
<thead>
<tr>
<th>PACKAGE 1</th>
<th>PACKAGE 2</th>
<th>PACKAGE 3</th>
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</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
<td></td>
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<tr>
<td>Choose of advertorial or classic advertisement in Technology Review; Format selectable (2/1, 1/1, or 1/2 page)</td>
<td>1 advertisement</td>
<td>3 x 1 advertisement</td>
</tr>
<tr>
<td>Title header ad on the cover (exclusively possible for one customer only)</td>
<td>1 time</td>
<td>3 times</td>
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<tr>
<td><strong>ONLINE</strong></td>
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<tr>
<td>Wallpaper on the Technology Review homepage + Technology Review rotation</td>
<td>4 x daily fixed placement, up to 100,000 ad impressions</td>
<td>12 x daily fixed placement, up to 300,000 ad impressions</td>
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<td><strong>EVENT</strong></td>
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<tr>
<td>Moderation by the chief editor</td>
<td>no</td>
<td>yes</td>
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<tr>
<td>Additional service</td>
<td>-</td>
<td>Logo use of „Innovation partner“ for your PR messages, your website and your communication activities!</td>
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<tr>
<td>RATE net/net</td>
<td>€ 10,000</td>
<td>€ 30,000</td>
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</table>
TECHNOLOGY REVIEW APP (IOS AND ANDROID)

Size - Placement - Rate

Opening Page
First placement directly following the cover page

Basic rate: € 2,000

Fullscreen
Embedded in the editorial content
Scroll-down feature for additional content

Basic rate: € 1,000

Template-Service
If you do not have the means to create advertising material optimised for tablets yourself, we would be pleased to help: Using our template service we will produce your digital ad according to your wishes – at attractive terms and optimally adapted to the end device.

Example template:
Animated successive presentation of compact informations; including linking

Please note our current general terms of business and ask about the technical specifications.
Standard advertising solutions

- All IAB standard formats
- Permanent campaign optimisation using in-house ad servers
- Geo-targeting
- Frequency capping
- Ad specials and exclusive sponsoring on demand
- Sponsoring of individual regular features such as infotech or energy possible

User traffic/Coverage

- 2,532,605 Page Impressions*
- thereof 775,081 mobile Page Impressions per month
- 213,000 Unique User per month **

* Source: IVW September 2021  ** AGOF daily digital facts 2021– July-Sept (df)
STEM JOB DAYS 2022

STEM (MINT) Job Days 2022
Science - Technology - Engineering and Mathematics

The future sets standards. We pave the way.

In 2017 the first STEM (MINT)-Jobtag took place in Hanover. The success has proved us right and we continue the series in 2021.

Your advantage and benefits as exhibitors: The USP of our event.

Basic data
• Implementation together with a competent partner: Jobware
• Reach a young STEM (MINT)- affine audience
• Personal exchange with potential applicants
• Call for tenders for training and further training
• Offer individual entry-level opportunities and the presentation of career prospects
• Framework program on relevant topics - with specific focus: career choice, application and career
• Partner: Jobware

Target group
University graduates from the natural sciences, students just before graduation from a STEM subject, newcomers, doctoral students, exchangeable employees with STEM qualification.

Date: April 05, Munich

Further details at: https://www.mint-jobtag.de/

Contact us.
We have several sponsoring packages ready for you!

Contact for exhibitors:
Marcel Ossenkop
Phone: +49(0)511 53 52 133
E-mail: marcel.ossenkop@heise.de
# CONTACT

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E-mail: marcel.ossenkop@heise.de | **MICHAEL HANKE**  
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E-mail: michael.hanke@heise.de | **ISABELLE MROS**  
Projekt Manager Sales  
Phone: +49 (0) 0511 53 52 205  
E-mail: isabelle.mros@heise.de |
|---|---|---|
| **UK, USA**  
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Sales Director Digital  
Phone: +49 (0) 511 53 52 743  
E-mail: bastian.laudien@heise.de | **Asia**  
ROBERTO GIORDANO  
Senior Account Manager  
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E-mail: roberto.giordano@heise.de | **EMEA**  
ELLRIK FREIENBERG  
Account Manager  
Phone: +49 (0) 511 53 52 891  
E-mail: ellrik.freienberg@heise.de |
| **ASIA**  
Media Gate Group Co., Ltd.  
7F., No. 182, Section 4  
Chengde Road, Shilin District  
11167 Taipei City  
Taiwan  
MEI CHANG  
E-mail: mei@mediaget.com  
Phone: +886-2-2882-5577  
Fix: +886-2-2882-6000  
www.mediagate.com.tw | **UK & IRELAND**  
Mercurcy Publicity  
99 Gray’s Inn Road  
London WC1X 8TY  
UK  
EMMANUEL BLOH  
E-mail: emmanuel@mercury-publicity.com  
Phone: +44-20-7611-1900  
www.mercury-publicity.com | **USA & CANADA**  
Huson International Media  
1900 Camden Avenue, Suite 203-3  
San Jose, California 95124  
USA  
RALPH LOCKWOOD  
E-mail: ralph.lockwood@husonmedia.com  
Phone: +1-408-879-6666  
www.husonmedia.com |
If you require further information on the international issues or if you are interested in booking an advertisement, do not hesitate to contact us.
## SCHEDULE OVERVIEW

<table>
<thead>
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<th>February</th>
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